

Your Parent Communications & Engagement Partner

For over a decade, CollegiateParent has been a trusted provider of parent and family resources for colleges and universities across the nation. We're dedicated to connecting families with the tools they need to support their students throughout college and into independence.

Our digital and print communications keep families informed and engaged year-round, reflecting a strong commitment to family involvement in student success.



Tailored Marketing Materials

Our experts craft engaging materials to promote your program and address FAQs. Popular options for orientation, move-in, Family Weekend, and admission events include:

- Parent and family publications (print/digital)
- Targeted email, social media, and banners
- Posters, table tents, and sidewalk & vinyl clings for campus events

Short on time? We'll blend your school-specific content with our most sought-after topics, covering first-year transition, academics, career prep, finances, and student life.



Innovative Event Campaigns

Maximize your key events with custom, localized campaigns – on-campus and online!

Ideal for:

- Admitted student days
- Orientation and Welcome Week
- Move-in
- Family Weekend
- Game days
- Siblings Weekend

Benefits:

- Boost Parent & Family Association membership
- Increase survey participation and contest entries
- Enhance staff with trained student ambassadors



Parent-Focused Digital Content

Access premium resources for parents and families:

- Weekly articles for sharing in newsletters, social media, and blogs
- Evergreen and trending topics parents frequently search
- Resources for first-generation student families



Multilingual Solutions

Reach diverse families with professional translation:

- English to Spanish translation and editing
- Custom design for your pre-translated content (any language)

Enhance engagement with Hispanic/Latinx and international students' families across U.S. campuses.